

Rep Order#	6815976	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

2147
Last Received: 05/05/2013
Printed: 05/05/2013

Printed: 05/29/2012 8:49 AM
05/21/2012 2:21 PM

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2214
Buyer KEGAN BERAN
Phone#

Agency	()	STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP	DELAWARE, OH 43015	Rep Firm
Agency C/P/I/P2/E	/I/2214	Sales Office () PHILADELPHIA
Flight Dates	10/08/2012 - 10/14/2012	Salesperson () AMY MCCREARY
Hiatus Weeks		Salesperson Phone# 215-568-6540
		Salesperson FAX# 215-568-1845

— CONTRACT COI

Line	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
1	M-F	5A-6A	Buyline Comment: NEWS	:30	\$200.00	10/08-10/12	5	1	5	\$1,000.00
2	M-F	6A-7A	Buyline Comment: NEWS	:30	\$475.00	10/08-10/12	10	1	10	\$4,750.00
3	M-F	7A-9A	Buyline Comment: TODAY	:30	\$500.00	10/08-10/12	10	1	10	\$5,000.00
4	M-F	9A-10A	Buyline Comment: TODAY II	:30	\$225.00	10/08-10/12	5	1	5	\$1,125.00
5	M-F	10A-11A	Buyline Comment: TODAY III	:30	\$175.00	10/08-10/12	5	1	5	\$875.00
6	M-F	12P-1230P	Buyline Comment: NEWS	:30	\$225.00	10/08-10/12	5	1	5	\$1,125.00
7	M-F	3P-4P	Buyline Comment: PHIL	:30	\$250.00	10/08-10/12	2	1	2	\$500.00
8	M-F	5P-630P	Buyline Comment: NEWS	:30	\$575.00	10/08-10/12	15	1	15	\$8,625.00
9	M-F	630P-7P	Buyline Comment: JEP	:30	\$795.00	10/08-10/12	5	1	5	\$3,975.00
10	M-F	7P-730P	Buyline Comment: WHEEL	:30	\$795.00	10/08-10/12	5	1	5	\$3,975.00

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Showing Buylines: All Lines

2 of 3

Station	KSNN-TV LAS VEGAS, NV.				Traffic Order# 102147		Last Received:		Printed:	
Advertiser	() JOE HECK 4 CONGRESS				Agency () STRATEGIC MEDIA PLACEMENT		Rep Firm		05/29/2012 8:49 AM	
Product	JOE HECK 4 CONGRESS				7669 STAGERS LOOP		Sales Office () PHILADELPHIA		05/21/2012 2:21 PM	
Estimate#	2214				DELAWARE, OH 43015		Salesperson () AMY MCCREARY			
Buyer	KEGAN BERAN				Agency C/P/LP/Z/E		Salesperson Phone# 215-568-6540			
Phone#					Flight Dates 10/08/2012 - 10/14/2012		Salesperson FAX# 215-568-1845			
Fax#					Hiatus Weeks					
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# o/e Weeks	Total Spots
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11	M-F	730P-8P		Buyline Comment: FACE	:30	\$450.00	10/08-10/12	5	1	5
12	M-F	11P-1135P		Buyline Comment: NEWS	:30	\$575.00	10/08-10/12	5	1	5
13	M-F	1135P-1235A		Buyline Comment: LENO	:30	\$275.00	10/08-10/12	3	1	3
14	SA-SU	11P-1135P		Buyline Comment: NEWS	:30	\$525.00	10/13-10/14	2	1	2
15	SA	6A-7A		Buyline Comment: NEWS	:30	\$200.00	10/13-10/13	1	1	1
16	SA	7A-9A		Buyline Comment: SAT TODAY	:30	\$325.00	10/13-10/13	1	1	1
17	SU	7A-8A		Buyline Comment: SUN TODAY	:30	\$250.00	10/14-10/14	1	1	1
18	SU	8A-9A		Buyline Comment: MTF	:30	\$650.00	10/14-10/14	1	1	1
19	SA	5P-630P		Buyline Comment: NEWS	:30	\$350.00	10/13-10/13	1	1	1

--REPORT TOTALS--

Report Totals: 87 / \$39,725.00

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 22.14
Buyer KEGAN BERAN
Phone# Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2214
Flight Dates 10/08/2012 - 10/14/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—SALES MONTHLY TOTALS—

Oct 12: 87 / \$39,725.00
Sales Totals: 87 / \$39,725.00

Station Totals: 87 / \$39,725.00
Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	CATV	KBLR	KING	KLCM	KLAS	KSNV	KVVU
\$107,365	0%	0%	0%	0%	-2.7%	37%	16%
XXXX	20%	KTUD	0%	KVCW	0%	KVMY	0%

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE